

Product Announcement

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E-films HDR Debuts from E-films



“E-films are pleased to announce their new product line the HDR, to join our expanding line of devices aimed at Sony EX1/EX3 customers”, says Ross Herewini, Product Development Manager and Professional Videographer at E-films.

“High storage capacity is now an affordable reality. The E-films HDR unlocks the true value of hard disk recording by allowing up to an amazing 84GB (280 Mins or 4hrs 40 Mins) recording capability at full resolution 1920x1080 35Mb/s HD” says Herewini.

The E-films HDR allows Sony EX1 and EX3 customers the flexibility to attach a high capacity HDD or SSD storage device directly via a USB HDD enclosure to the cameras Expresscard/34 USB card slot.

The unique adapter design allows higher capacity storage than Sony’s equivalent product at a fraction of the cost. By adding a hard drive to the E-films HDR, non-stop shooting for hours at a time is now a reality. When combined with the E-films MxR and a 32GB SDHC card, the user can record over 6 hrs 40 mins continuously.

Un-powered Solutions HDR-U and HDR-C

There are two versions of the un-powered HDR product, one with a removable Mini-USB cable, (HDR-U), the other with a permanently attached cable, (HDR-C). E-films includes in the package their own custom designed

HDD enclosure. “We wanted to use off the shelf products to keep the cost down, but none of the products we sourced met our performance criterion, so we went ahead and designed our own” says Herewini.

The “L” shape connector on the HDR-U is low profile providing an elegant solution for both the EX1 and EX3 cameras.



All the user needs to do is provide a Hard Disk Drive and a powering solution. “We are currently working on our own external powering solution, but in the meantime are happy to recommend Dolgin Engineering’s EX-V with a 2.1mm plug type to fit our enclosure.

The HDD enclosure features an e-sata connector for the fastest download of data, or to allow the user to edit directly from the drive itself at top speed.

Powered solution - HDR-P

E-films have gone further in their research and are also announcing a camera powered version of the HDR, the HDR-P.

The HDR-P draws power from the camera directly, and when powering an HDD enclosure containing an SSD, is able to work without the need for an external power pack. “This is a very exciting product, it means that users can power the SSD for extended periods through the camera”, Herewini says. “For most long form recordings, batteries are supplemented by plug in power, so battery draw through the camera battery is not an issue”.

The HDR-P consists of the powered card, a custom cable and enclosure.

E-films are also offering a two card solution where power is drawn from the both slots at the same time, providing enough power to the enclosure to drive a HDD.

And to round out the powered solution users may draw power from the camera and an external source at the same time. This means that the user can choose whether to draw the power from the camera solely or to preserve battery life supplement power from the external source.

“What excites me about the E-Films HDR are the problems it solves for EX series professionals. Customers want real solutions that make production easier, and I believe the HDR delivers precisely that combination of price, functionality and performance inline with the hit MxR solution. We are very happy to provide more economical solutions to our customer globally” says Jeromy Young E-Films Business Development.

Pricing for HDR-U and HDR-C which consist of Expresscard, cable HDD enclosure and External Power is approximately \$179.95

Pricing for the HDR-P which consists of 2 x Expresscards, 2 x cables HDD enclosure and External Power solution is approximately \$299.95

Forward orders will be taken from 29 June 2009, and dispatch will start from 6 July 2009.

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